

# IMPACT!



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President

Call us  
TODAY!

Begin to  
make an  
IMPACT!  
tomorrow!

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“Linking Companies to their Communities”



## Ideal Clients

### We all want ‘em . . . But how do you find them?

First, you have to identify their characteristics.

Go through your current client list and make a list of the ones that you enjoyed working with most and those who loved you, your products, and services.

Also list those clients who were not the easiest ones to please, or whose projects took too long, were frustrating, etc. You get the picture. . . you do know that you can fire clients (but that’s another article!)

### Why is it important to find and market to only your ideal clients?

Being very targeted in your marketing efforts allows you to be clear in your marketing messages and puts your business in front of the right audience, which equals a higher ROI. Once you take the time to understand what is important to your ideal clients, you can craft specific solutions that will make them easily say, "This is for me!" and call you!

What are the similarities of those “fun”, “best”, “most profitable”, and “love you” clients? Yes, I know that: they paid you on time, were accessible, and easy to work with, but you have to dig deeper . . .

#### Simple Steps to identify your Ideal Clients

**Step One:** Identify specifics about your target market, using these important criteria:

- \* Demographics: Age, gender, business location, etc
- \* Psychographics: Values, lifestyle choices
- \* Position: CEO, Sales Manager, Business Owner
- \* Industry: Legal, Healthcare, Service, etc.

**Step Two:** Identify what you will do for your target market. Answer:

- \* What problem do you solve?
- \* What will you do for them?

Figure out what they need and why. Do surveys, hold focus groups, call several people in your target market and ask them the same questions so you can uncover the specific problems that you can address.

**Step Three:** Define your Process.

This is your methodology and how you serve your clients.

- \* Do you have a patented step-by-step program?
- \* A formula? Manageable solutions?
- \* What is your philosophy and why.

For example:

**IMPACT!** conducts a Business Marketing Assessments for its clients.

This SWOT (strengths, weaknesses, opportunities, threats) analysis of a client’s business and its competitors allows **IMPACT!** to craft specific niche messages to an identified target audience.

[Click here to sign up to win a free Business Marketing Assessment.](#)

Call Susan Mertz today for assistance in how to ID YOUR ideal clients

843-821-3283

## Make an **IMPACT!** in 2009

**Make an IMPACT! with  
"Customized Communications"**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
"Messages that Matter"**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better  
IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.